

Historic, Archive Document

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World Famous Varieties
GLADIOLUS

IMPORTED FROM HOLLAND

**YOUR CHOICE OF
SOLID COLORS OR
RAINBOW MIX VARIETIES**



Here is a money-saving coupon offer of Gladiolus bulbs (not bulbets) to brighten your garden with their vibrant colors and graceful beauty. All are IMPORTED FROM HOLLAND and all are blooming size. However, the large bulbs produce higher stalks and more flowers per stalk.

You have your choice of 3 wonderful selections of Rainbow Mix Varieties in glorious mixtures of pink, red, white, orange and yellow. They truly will add a blaze of color to your Summer garden.

A brand new offer this year is a selection of solid colors in 5 different glorious shades. These are IMPORTED FROM HOLLAND, medium size mature bulbs and were personally selected by our own representative when he was in the Netherlands last Spring. These are the size recommended by the Dutch growers as being best for home gardeners. As a matter of fact, they are "cream of the crop" and Dutch growers plant this size in their own yards for best results. You have your choice of red, purple, white, pink and yellow—50 bulbs of any color for the amazing low price of only \$1.98. Or, if you want a variety of color, you can order 25 bulbs of each color (125 bulbs in all) for only \$3.98. An amazing bargain offer. Plant Gladiolus bulbs every two weeks and have flowers continually until Fall.

ORDER NOW—SEND NO MONEY—Simply mark your selections of these wonderful Gladiolus bargains in the box at the right and mail this coupon today. When your bulbs arrive in time for Spring planting pay only cost of order plus C.O.D. postage. Satisfaction guaranteed or replacement made absolutely FREE of charge. **ORDER TODAY.**

**CHECK YOUR SELECTIONS OF
THE BULBS YOU WANT AND
MAIL YOUR ORDER TODAY**

MIXED COLORS

- ☐ 100 HOLLAND RAINBOW MIX GLADIOLUS (small size)... **\$1.69**
- ☐ 100 HOLLAND RAINBOW MIX GLADIOLUS (medium size)... **\$1.98**
- ☐ 50 HOLLAND RAINBOW MIX GLADIOLUS (large size)... **\$1.98**

SOLID COLORS

- ☐ 50 IMPORTED HOLLAND GLADIOLUS (Solid Red)... **\$1.98**
- ☐ 50 IMPORTED HOLLAND GLADIOLUS (Solid Yellow)... **\$1.98**
- ☐ 50 IMPORTED HOLLAND GLADIOLUS (Solid White)... **\$1.98**
- ☐ 50 IMPORTED HOLLAND GLADIOLUS (Solid Pink)... **\$1.98**
- ☐ 50 IMPORTED HOLLAND GLADIOLUS (Solid Purple)... **\$1.98**
- ☐ SPECIAL COLOR ASSORTMENT
—25 BULBS OF EACH COLOR
—RED, YELLOW, WHITE, PINK,
PURPLE—125 BULBS IN
ALL **Only \$3.98**

Name _____

Address _____

City _____ Zone _____ State _____

MICHIGAN BULB CO., GRAND RAPIDS 2, MICH.





For a Luckier, Lovelier Garden

THE

FOUR LEAF CLOVER

IMPORTED FROM HOLLAND

Lucky indeed is the garden possessing the bright pink blossoms and masses of green four-leaf-clover shaped leaves of this popular plant! Grow 4 to 6 inches tall—make ideal border plants. And here's your opportunity to purchase 25 guaranteed bulbs at the low, low price of only \$1.49! A rare bargain in beauty that blooms from midsummer until frost. Also, the best bulb to plant in hanging pots for kitchen window. Order NOW! Send No Money. Pay only \$1.49 plus postage on arrival. Guarantee of Satisfaction. Mail this coupon today!



A RIOT OF
GAY PINK
BLOSSOMS FROM
MIDSUMMER
'TIL FROST...

25 BULBS
ONLY \$1.49

NAME _____

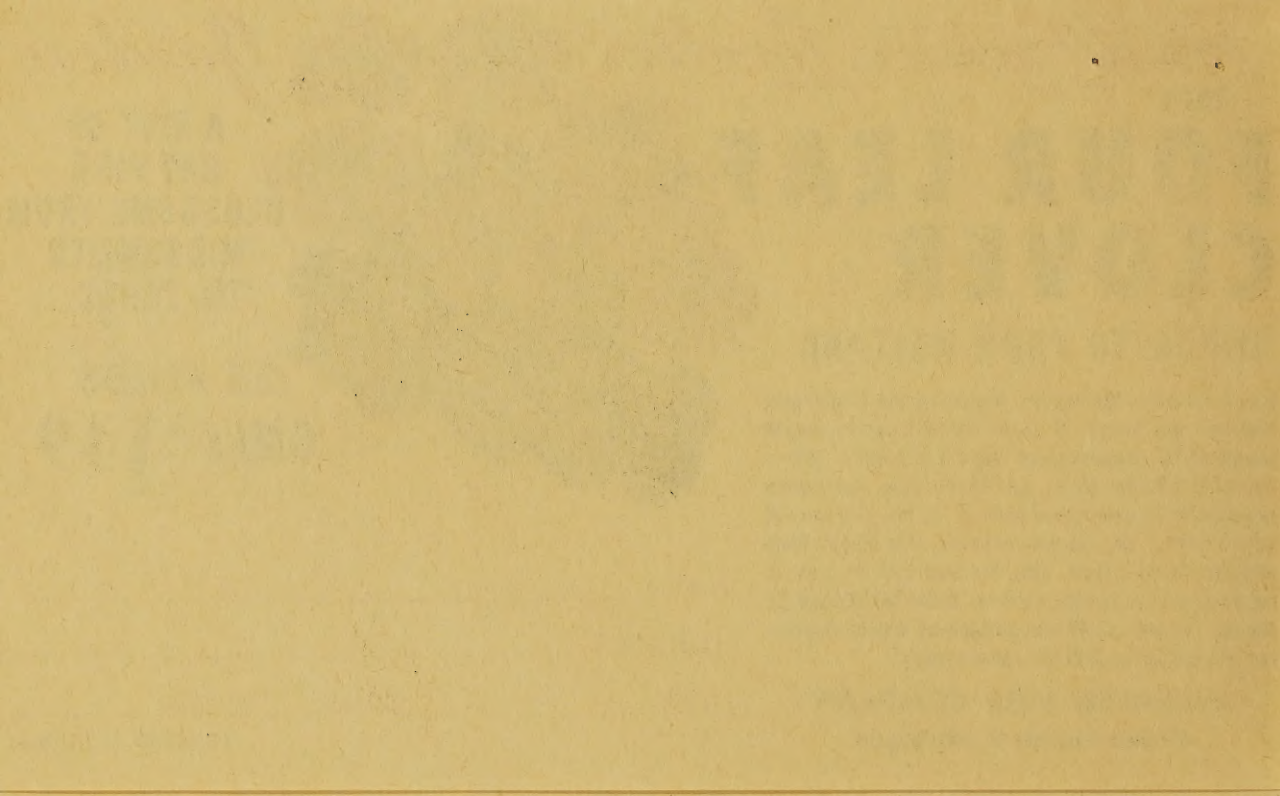
ADDRESS _____

CITY _____ ZONE _____ STATE _____

MICHIGAN BULB COMPANY

Grand Rapids 2, Michigan

PRINTED IN U.S.A.





(J)
Now, YOUR FAVORITE

LILIES

**AT A SENSATIONALLY
LOW PRICE**

**12
BULBS
\$1.89**

An exciting assortment of brilliant beauty. Grow them in any soil that will grow annuals. You'll thrill at their refreshing colors . . . and they cost so little. Sound, healthy blooming size bulbs . . . rare and popular varieties. **YOURS IF YOU DON'T DELAY—RUSH ORDER!**

ADDRESS _____

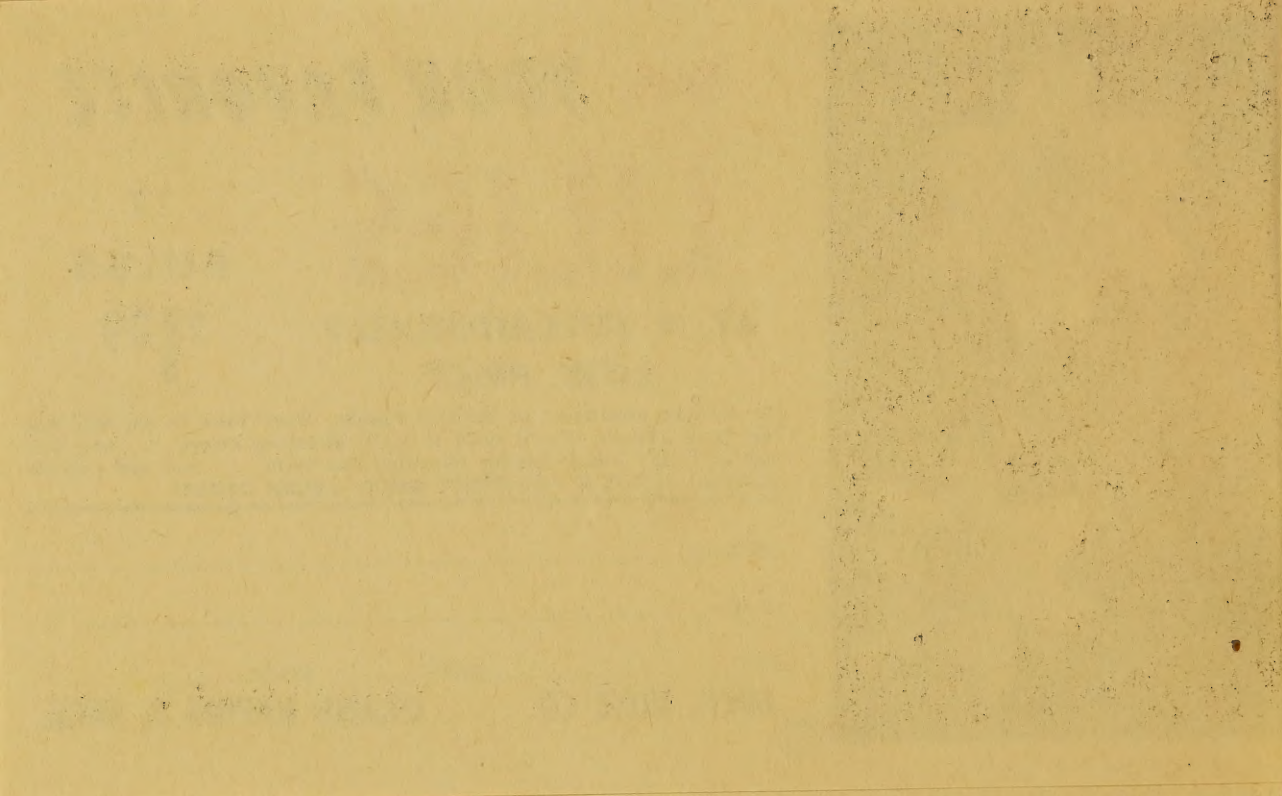
NAME _____

CITY _____ ZONE _____, STATE _____

MICH. BULB CO.

GRAND RAPIDS 2, MICH.





Exquisite

IMPORTED BEGONIAS

from Belgium

**10
BULBS** **NOW ONLY**
\$1.69

**UNSURPASSED FOR
CAMELLIA-LIKE BEAUTY!**

Here is your chance to get bulbs imported from Belgium, the Begonia center of the world, at an unheard-of low price! These healthy bulbs will produce low growing plants, 6-8 inches tall, with large leaves and huge camellia-type blossoms in truly exquisite mixed colors. Yes, midsummer beauties in red, yellow, white, pink, orange, scarlet and salmon. They make ideal plants for pots and window boxes, and are unexcelled for shady borders in the garden. Can be started in pots in late winter or planted outdoors after weather is settled. Very easy to plant—no burying—top of bulb should show above the surface of the ground. Order now! SEND NO MONEY. Pay \$1.69 plus postage on arrival for these 10 IMPORTED Begonia Bulbs. Guarantee of Satisfaction.

**Sensational
Bargain**

MICHIGAN BULB COMPANY, Grand Rapids 2, Michigan

Name _____

Address _____

City _____ Zone _____ State _____

**OFFER GOOD ONLY
WHILE SUPPLY LASTS**



Gorgeous Tropical **CANNA**

(f)

GIVE SPECIAL BORDER EFFECTS!

Easy-to-grow Canna Roots with their exotic green and bronze foliage will bring brilliant beauty to your garden. This **colorful assortment** includes the yellow-orange and the scarlet-orange King Humberts, the rose-pink City of Portland, and the glowing scarlet of the vigorous President. Bloom from July until first frost on stems 4 to 6 ft. tall. Leaves grow 8 to 10 in. wide. 12 Top-Size Bulbs at the amazing low price of only \$1.98

SEND NO MONEY. Just fill in name and address. Mail coupon TODAY. On delivery pay only \$1.98 plus postage. Guarantee of Satisfaction.



NAME _____

ADDRESS _____

CITY _____ ZONE _____, STATE _____

MICHIGAN BULB CO., Grand Rapids 2, Mich.

12
TOP SIZE
BULBS
\$1.98



Bargain of the Year! Breath-Taking, Brilliant

MEXICAN SHELL FLOWER

**GORGEOUS
COLORS FEW
FLOWERS CAN MATCH**

Bring the unsurpassed color of old Mexico right into your own garden with these matchless Shell Flowers (Tigridia). Bulbs when set out in late spring produce stems 2 to 2½ ft. tall, with several vivid blooms to each stalk, flowering all summer long. Plant in sunny places in back of low-growing flowers or as borders for most eye-catching effect. Combinations of white, yellow, scarlet and orange, spotted with shades of crimson and maroon—12 healthy blooming-size bulbs—now can be yours for only \$1.69, if you hurry and order today. Guaranteed to please

12 BULBS

ONLY

\$1.69

Send No Money

Just order
now. on arrival
pay only
\$1.69 plus
C.O.D. postage.

Name _____

Address _____

City _____ Zone _____ State _____

MICHIGAN BULB CO.

Grand Rapids 2, Mich.



BIG FULL *Michigan* **CHRYSANTHEMUMS**



10 PLANTS **FOR** **\$1.69**
NOW YOURS **ONLY**

These giant plants should produce 1000 beautiful blooms! Glorify your garden with the same lovely flower that has attracted gardeners everywhere. Enjoy the showy Chrysanthemum blossoms for that delightful fragrance as well as their brilliant colors and long-keeping qualities. Needing little care, the Chrysanthemum is easy to grow and is sure to become an important part of your landscaping scheme. Order now at this low, low price of 10 assorted colors and varieties for only \$1.69. **SEND NO MONEY.** Pay postman just \$1.69 plus C.O.D. postage on arrival for this great Chrysanthemum buy! Guarantee of Satisfaction.

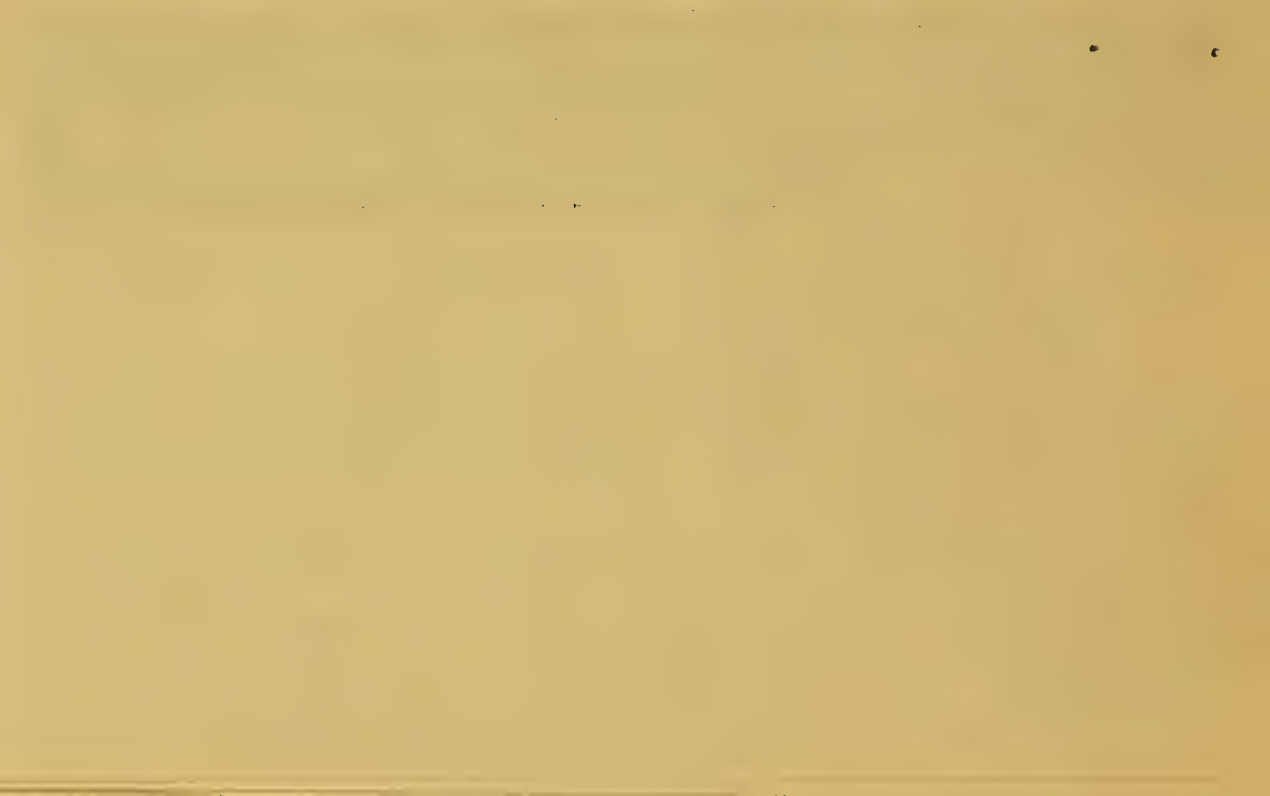
MICHIGAN BULB CO., Grand Rapids 2, Michigan

Name_____

Address_____

City_____Zone_____State_____







BRILLIANT

MONTBRETIA

Brings **BLAZING COLOR** *to your garden!*

Nothing sparks your garden with such flashing color like handsome, blazing star-shaped Montbretias. They fairly burst with brilliant, showy, fiery-orange blossoms. This eye-dazzling, summer-blooming flower grows on spikes 2 to 3 feet high. Order NOW at money-saving coupon price of 25 bulbs for \$1.94. SEND NO MONEY. Pay only \$1.94 plus postage on arrival! Guarantee of satisfaction. Hurry, supply limited!

**25
BULBS
ONLY \$1.94**

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PRINTED IN U.S.A.

• MICHIGAN BULB CO. • Grand Rapids 2, Michigan

LOOK!

MAGNIFICENT BLOOMING CUSHION MUMS

10 Vigorous Healthy Plants

Amazing value! Ten (10) assorted cushion Mums, all inspected by Mich. Dept. of Agriculture. Hundreds of stunning flowers the first year. Each plant will develop to bushel basket size . . . and they grow anywhere. ORDER YOUR TEN CHRYSANTHEMUM PLANTS TODAY! Satisfaction Guaranteed.

10
PLANTS
\$1⁶⁹

ASSORTED
COLORS
Include:
Pink Cushion, Yellow
Queen, Bronze Queen,
White Cushion,
Santa Claus
Red.

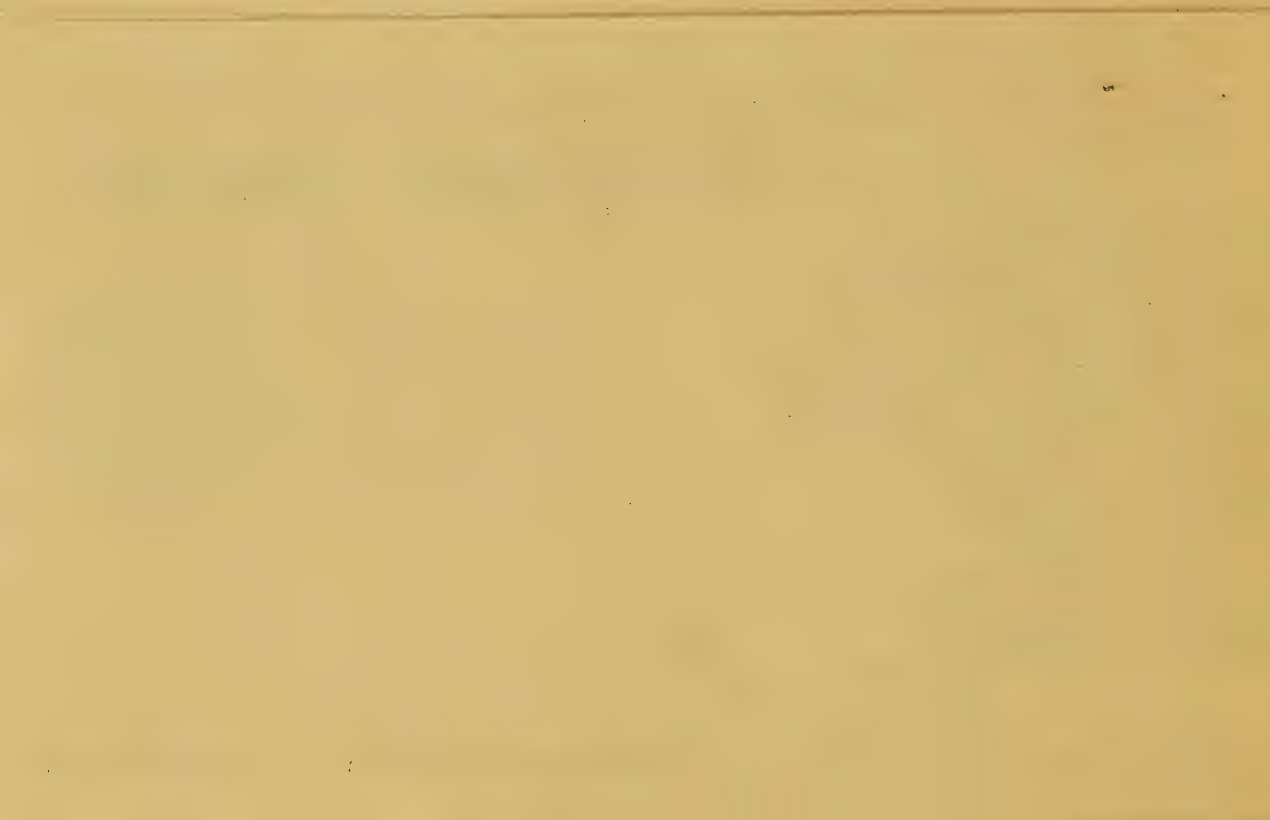
NAME _____

ADDRESS _____

CITY _____ ZONE _____, STATE _____

MICHIGAN BULB CO.

GRAND RAPIDS 2, MICHIGAN



A GARDEN OF *Decorative*

IMPORTED FROM HOLLAND

Inspiring beauties, imported for the first time, from Holland, the land of beautiful gardens! Make YOUR garden the envy of the community with these lovely Dahlias. All bulbs are guaranteed blooming size; produce large showy blossoms on plants 3 to 4 ft. tall. Every root has already bloomed in Holland this past season and was personally selected by our own buyer in that country. A rainbow of gay colors with often more than one color in a single flower! And you receive 10 clumps—approximately 50 roots—at the low price of only \$1.99! Everyone guaranteed to blossom or replaced free of charge! Order now! SEND NO MONEY. Pay only \$1.99 plus C.O.D. postage on arrival of 10 Dahlia clumps! Guaranteed satisfaction or replacement made free of charge.

MICHIGAN BULB COMPANY
Grand Rapids 2, Michigan

NAME _____

ADDRESS _____

CITY _____, ZONE _____, STATE _____



DAHLIAS



10 CLUMPS FOR **\$1⁹⁹**

(Approx. 50 roots)

Introducing **RARE** **TROPICAL**

SILVER BELLS (GALTONIA)

**12
HEALTHY
BULBS**

*Only \$***1.49**

A Beautiful Double-Duty Plant for Back-grounds, or Contrast

**NEVER BEFORE
OFFERED
ANYWHERE
AT THIS AMAZING
LOW PRICE!**

These Silver Bells, or Galtonia, are so rare and hard to find, we combed the entire U. S. market to bring them to you! They're prize winners in South Africa—really different—providing quick contrast in Spring

for lower growing flowers, and later in summer, growing tall, graceful spikes that support a mass of 20 to 30 bell-shaped, bright white flowers. Make pleasing all-around garden effects; blend beautifully with foregrounds. Lush tropical beauties hardy as gladiolus, they're just what your garden needs for a new, different look. Order yours **TODAY** as supply is limited at this unheard-of low price. **SEND NO MONEY.** Pay only \$1.49 plus C.O.D. postage on arrival of 12 healthy bulbs, on Guarantee of Satisfaction.



NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MICHIGAN BULB CO., Grand Rapids 2, Mich.

FIRST CLASS
PERMIT No. 1409

Soc. 34.9, P. L. & R.
GRAND RAPIDS, MICH.

BUSINESS REPLY ENVELOPE

No Postage Stamp Necessary if Mailed in the United States

Postage Will Be Paid by

Michigan Bulb Co.

Grand Rapids 2, Michigan

**VIA
AIR
MAIL**

DEPT. V 2185

Thank You for Your Order ~

**IT WILL BE GIVEN IMMEDIATE ATTENTION
AND WILL BE SHIPPED TO YOU IN TIME
FOR REGULAR SPRING PLANTING**

HAVE YOU ENCLOSED YOUR BONUS COUPON?

FREE OFFER TO FLOWER LOVERS . . . 12 MEXICAN SHELL FLOWER

Flower-of-the-Month Club, America's fastest growing garden Club, now offers a number of FREE memberships to Michigan Bulb customers. This nation-wide organization was set up to plan gardens, offer free expert horticultural advice, and supply you with the most sensational flower bargains obtainable. There are only a limited number of memberships available so we suggest you read this announcement carefully and send in your application today. MEMBERSHIP IS FREE. NO MINIMUM NUMBER OF PURCHASES REQUIRED.

FREE — 12 MEXICAN SHELL FLOWER BULBS

To acquaint Flower Lovers with the wonderful advantages of Flower-of-the-Month Club we offer 12 MEXICAN SHELL FLOWER BULBS as our GIFT to you. You are under no obligation whatsoever. This is a regular \$1.69 value. Easily grown these unusually beautiful imported bulbs will add rare beauty to your gardens. Elaborately hued flowers of many colors, including pink, white, lilac, yellow, scarlet and orange, blotched and spotted with shades of crimson and maroon. Bloom for many weeks.

HOW THE FLOWER-OF-THE-MONTH CLUB WORKS

You buy flower garden seeds, plants, bulbs, shrubs and bushes anyway . . . why not add your purchasing power to that of thousands of other flower lovers in this gigantic nation-wide garden club. You will often save half and sometimes more. AND YOU WILL SHARE IN THE CLUB'S GARDENING DIVIDENDS! There are no dues . . . Membership in the Flower-of-the-Month Club costs you nothing more than what you pay for the flower bargains you want, and you pay the lowest price in America on everything you get.

PICKED BY EXPERTS

Flower-of-the-Month Club experts make a special timely flower garden selection each month. Only the finest quality is considered and often through volume purchase the entire crop, from this nation and foreign best-known and most reliable growers, is often obtained at rock bottom prices for our members.

VALUABLE DIVIDEND COUPON EACH MONTH

Not only do club members buy their flowers at greatly reduced prices, but with each selection club members receive a dividend coupon worth 50c absolutely without cost to them. As the membership increases, the value of your dividends will increase, too.

FREE GARDEN NEWS MAGAZINE

Each month we mail you the Garden News which is filled with helpful suggestions for successful gardening including tips from other members. It gives you a complete description of the following selection which you may accept or not.

COST AS LITTLE AS \$1.00 PER MONTH

Yes, monthly selections often cost as little as \$1.00. At this low price, only 3c per day, you can have beautiful flower blooms, indoors and outside, summer and winter, all year long. And you will have the satisfaction of developing these flowers yourself to the envy and amazement of your friends with a new beauty in your home and garden.

CONVINCE YOURSELF

Mail in the application today and let the low cost and amazing quality of the flowers, bushes and shrubs you receive convince you that the Flower-of-the-Month Club is the best way to make your garden the show place of your neighborhood with little expense to you. Remember, you buy only the garden stock (bulbs, plants, shrubs, etc.) you want. No minimum number of purchases a year is required.

FILL IN THIS FREE MEMBERSHIP APPLICATION

FLOWER-OF-THE-MONTH CLUB, Dept. MBC Grand Rapids 2, Michigan

Please enroll me as a member and send me the FREE GIFT of the 12 MEXICAN SHELL Flower bulbs as described above. I understand that I will be notified each month what the following month's selection is to be. If for any reason I do not want that selection I may send a postcard (supplied by Flower-of-the-Month) notifying the Club to that effect and the selection will not be mailed. I am under no obligation to purchase a minimum number of selections and I may cancel my membership at any time. All merchandise is guaranteed and I may return within 10 days if not satisfied. I am to receive a Dividend Coupon worth 50c with each selection. Also, I am to become eligible for extra privileges, garden advice and all other benefits of membership including the club magazine called "Garden News" which will be sent each month without extra cost.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

(PLEASE PRINT PLAINLY)



**MONEY-
SAVING
SPECIAL OFFER**

BONUS COUPON

Use This Valuable Gift Coupon! Be Sure to Fill Out Completely and Mail with Regular Order—NOW!

We save labor and packing when you order two or more of our items at one time, and we are glad to pass these extra savings on to you in the form of bonus merchandise that costs you nothing. Put X in proper square below, then put orders and this Bonus Coupon in the same envelope. Your Bonus items, plus your orders, will reach you in plenty of time for Spring planting.

Just return this coupon with 2 or more order coupons. The more items you order, the more bonus merchandise you receive.

**FOR BONUS
PUT X IN PROPER
SQUARE BELOW**

Your Name.....

Address.....

City.....Zone.....State.....

☐ **SEND 2 ORDERS AT ONE TIME**
AND RECEIVE AT NO EXTRA COST

6 Brand New Sorrel Bulbs



Perfect for window culture or to enhance the beauty of your garden. Gaily colored blossoms on 6-inch stems above unusual clover-like foliage. Blooms from midsummer until frost.

☐ **SEND 3 ORDERS AT ONE TIME**
RECEIVE 6 NEW SORREL BULBS PLUS

12 Persian Buttercup Bulbs



Bears thick, globular blossoms in wide range of colors. Makes a charming display when planted in middle border locations. Easy to grow; wonderful for cutting. Large, brilliant and showy flowers.

**IF YOU SEND
4 OR MORE
ORDERS
CHECK HERE**

- ☐ Send 4 orders and you receive 12 brand new Sorrel Bulbs and 12 Persian Buttercup Bulbs
- ☐ Send 5 orders and you receive 12 brand new Sorrel Bulbs and 24 Persian Buttercup Bulbs
- ☐ Check here for all orders totaling \$7.00 and more and receive the valuable Surprise Bonus of 2 Pestmaster Gardeniers on coupon below.

BIG SURPRISE BONUS WITH ALL ORDERS TOTALING \$7.00 OR MORE
\$1.78 VALUE 2 Pestmaster Gardeniers FREE OF EXTRA COST



Printed in U.S.A.

In addition to other Bonuses, if your order totals \$7.00 or more, this Coupon brings you TWO famous PESTMASTER Gardeniers—a \$1.78 value—absolutely FREE OF EXTRA COST! Yes, the PESTMASTER Gardenier—the amazing new all-in-one Insecticide-fungicide that comes packaged and ready to use in a beautiful reusable plastic flower pot! Safe, scientifically blended for use as dust or mixed with water for spraying. Don't miss out on this terrific value! It can be yours FREE of EXTRA COST if your order totals \$7.00 or more!

